

SECRET/SENSITIVE

Approved For Release 2006/08/08 : CIA-RDP80R01720R000500110073-1

14 June 1968

MEMORANDUM FOR: Mr. Louis Schwartz
The White House

SUBJECT : Agency Input to Report on Public Affairs
Activities Concerned with the Paris Talks

Per your 12 June request, we have outlined below the Agency activities in the fields on which you are preparing a combined report for submission to the President.

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(a) At the request of USIA, the [redacted]

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[redacted] to support both the U.S. and GVN position in Vietnam, was intensified in February 1968 and has continued since the inception of the Paris talks. Following the President's 31 March speech, world-wide guidance for [redacted] was approved by the Department of State authorizing the continuation of the general propaganda lines, but stressing that the talks were not to be considered in this context. The approach employed was designed to avoid jeopardizing the prospect that talks would be held or, once talks were begun, adversely affecting their conduct. An essentially positive attitude toward the talks was adopted, avoiding any implication of DRV insincerity in its response to the President's appeal.

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(b) [redacted] approved by the Department of State are sent to all Agency components (world-wide) on a monthly basis. (The most recent one dealt with the NVN presence in South Vietnam.) These are then re-configured to suit specific [redacted] or

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areas. Special precautions are taken to avoid [] in discussing issues which bear directly, or indirectly, on the Paris talks. The overall tone of coverage of the Vietnam issue in newspapers, magazines and other media has improved substantially during the past four months, particularly in Europe. While it is not possible to gauge precisely the extent to which [] can be credited for this improvement, we believe they have contributed to this improvement. During the early part of 1968, articles favorable to the U.S. position in Vietnam have been distributed for world-wide replay. Exploitation of recent NVA high-level defectors has stressed the aspect of the North Vietnamese presence in the South as well as the deterioration in enemy morale at a more sophisticated level than that of the average rallier. Efforts to document NVA activities in Laos include film coverage now in progress for TV outlets around the world. Attention given these themes has improved as [] have been supplied better documented background material at a time when their audiences have become more sensitive to the issues as a result of their being tabled by the U.S. negotiating delegation in Paris.

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(d) A world-wide sampling of [] is under way to determine the reactions of various governments or influential population segments to the bombing de-escalation and the Paris talks. At the same time, [] we are introducing the themes that the U.S. is following in its Vietnam policies and its position in Paris.

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cc: ADDP
Distribution:

Special Assistant for Vietnamese Affairs

Orig. & 1 - Addse.
1 - Paris Peace Talks

1 - GAC/Chrono

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